

What's News in Egypt?

USIS-CAIRO "HEADLINE REPORT"

PRESS SECTION, AMERICAN EMBASSY

"What's News" is prepared to give American readers a quick, at-a-glance, objective poll of Egyptian newspaper interest; to show what Egyptian papers are "playing up" and what they are "playing down." Where possible, it cross-sections the press--right, left and center--concentrating on major and most influential papers. Topics are listed in the order of the importance given them by editors...and thus are listed in the order in which they claim the eyes of Egyptian newspaper readers.

Explanation of the poll system appears on reverse of this page.

Papers of

Aug. 3, '48

"Ikhwan"

"Misri"

"Ahram"

"Assas"

"Sawt el Umma"

"Kotla"

Subject:	Points:	Papers using:
<u>ARABIC PRESS</u>		
PALESTINE -- Bernadotte meets King Abdullah; Jewish truce violation; Jews arrest U.N. observer (M,S); problem of refugees discussed at Security Council; Britain offers to help Palestine refugees; "martial law" proclaimed in Iraqi "occupied" areas of Palestine; problem of five kidnapped Britons and the Security Council; Shertok threatens to attack Egyptian posts all along the front (As); Bernadotte makes declaration to Arab News Agency Correspondent...	187	I,M,Ah,As,S.K.
BERLIN -- general situation; Stalin receives Western envoys in Moscow; split between Russian and Allied Police...	103	I,M,Ah,K,As,S.
DANUBE CONFERENCE -- Eastern Block wants exclusive control of Danube...	61	I,M,Ah,K,As,S.
IRANIAN SHAH -- welcomed in Paris; plans visit to Syria, Lebanon and Iraq...	16	Ah,K,S.
BERNE -- Swiss-Rumanian diplomatic conflict; Rumania closes all Swiss consulates...	13	Ah,As,S.
OLYMPIC GAMES -- events (published by all papers but only given "international news" importance in "Ahram")...	11	Ah.
POLAND protests to Britain against not having been asked to participate in London talks on Berlin...	10	M,Ah,K.
ARMENIA, AZERBAIJAN -- Soviet maneuvers; U.S. leaders ask for reinforcement of Turkish and Iranian forces...	8	M.
NEW YORK -- "Misri" owner Mahmoud Abul Fath talks on freedom of the press and the Palestine question.	6	M.
PARIS -- Orientalists end conference...	6	M.

HOW THIS REPORT IS PREPARED...

"What's News" does not translate news stories, reflect the individual point of view of any fact. By an objective statistical conversion of "headline bigness," "story placement" and "display" into figures, it attempts to show a general picture of how the newspapers of Egypt rate current news.

To give this picture, every story on the major news pages of a representative group of newspapers in each language is given a "point value," based on story display and position.

These point values are reached as follows:

1. A single-column headline is given an arbitrary value of two points. A two-column headline rates four points. A three-column headline earns six -- etc. The basic point value of a story is set at twice the width of its headline.
2. Three points are added to the value of all stories published on "Page One"... and an additional two points are added to each story published in the top third of Page One. Thus an eight-column "banner" headline on Page One rates sixteen points, plus three points, plus two points -- 21 points.
3. After all stories in the newspapers covered are evaluated in this manner, the total score for each item of news (regardless of what phase of the story the individual newspaper "plays up") is added, for the entire cross-sectioned group of newspapers. By choosing papers right, center and left, partisan considerations in giving prominence to news are "balanced out". Thus, if the Wafd gives a story banner headlines and the Administration omits, the score for this story, even though it is bannered in a Wafd paper, will be no more than the score for a story given four-column headlines in both Administration and Opposition newspapers.
4. The identical system is used in evaluating the Arabic and French press, except that the Arabic report, because of the Egyptian custom of bulking international news on Page One, and major local news on Page 2, scans both these pages. The French analysis covers "Page One". The English Press is not evaluated because only a single newspaper appears mornings, another afternoons, and American readers can see immediately the value accorded specific items by the "entire" morning and evening English Press.
5. "Editorial Report" simply lists the subjects of major editorials (as opposed to news items) in the press, by newspapers, for the convenience of those seeking comment on a specific subject.

WHY THIS REPORT IS PREPARED...

USIS has "evaluated" the news in less formal fashion for some time, in order to guide its work. No "Information Service" can operate into a void; it must know what subjects are of most vital interest to the papers it services.

Because it has seemed probable that other Embassy officials and Americans, unable to read the Arabic and French press daily for themselves, would find a "shorthand report" of this sort valuable as a barometer of local press (and thus, to a degree, public) interest, the above means was devised to pass along the daily USIS look at the news.

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Subject:	Points:	Papers using:
KING FEISAL arrives in Baghdad...	5	Ah.
HUNGARY -- new "spy group" discovered...	5	S.
HUNGARY -- Tildy's resignation accepted by Parliament...	4	K.
MALAYA -- civil war...	4	S.
CHINA -- rumors spread of "war" in Europe...	3	M.
TRIPOLI resents Investigation Committee's decision concerning Libya...	3	Ah.
WASHINGTON -- new authorizations for ERP announced..2		As.
HUNGARY -- church men persecuted...	2	Ah.

FRENCH PRESSAugust 3, 1948 papers: "Progres Egyptien," "Journal d'Egypte."

PALESTINE -- Bernadotte optimistic; visits King Abdullah and Glubb Pasha; expected in Alexandria shortly; Britain offers to aid Arab refugees... 44		P,J.
BERLIN QUESTION -- Stalin receives Western envoys; aims of meeting to ease Berlin situation and establish basis for four-power talks; beginning of economic fusion of three zones (P)... 36		P,J.
DANUBE CONFERENCE -- Eastern bloc wants exclusive control of Danube; no U.N. observer at Conference (J)... 18		P,J.
CORFU CHANNEL INCIDENT -- Britain refutes Albanian arguments... 13		P,J.
SWISS-RUMANIAN diplomatic conflict; Rumania closes all Swiss Consulates; Switzerland protests (J)..12		P,J.
HUNGARY -- new "spy group" discovered... 11		P,J.
ITALY -- split of Labor Party... 8		P,J.
CYPRUS -- strikes... 7		P,J.
ATHENS -- UNSCOB resumes activities... 6		P.
WASHINGTON -- Truman asks Congress for two million dollars to speed immigration of displaced persons..6		P.
PRINCE TALAL OF TRANSJORDAN returns to Amman... 6		P.
PARIS -- ERP conference studies monetary clearance system for intra-European payments... 5		P.
SYDNEY -- members of Czech Consulate resign in protest against Communist regime in Prague... 4		P.

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Subject:	Points:	Papers using:
MALAYA -- civil war...	4	J.
FRENCH AIRCRAFT MISSING...	4	J.
DAMASCUS -- Arab leaders to hold conference shortly.	4	P.
CHINA -- rumor of "war" in Europe spread...	3	J.
BRUSSELS -- Spaak speaks of Belgian foreign policy..	2	P.

EDITORIALSFRENCH PRESS

The Vatican and the Near East -- "Progres Egyptien."

ARABIC PRESS

Palestine Refugees -- "Misri."

The Problem of Hyderabad -- "Misri."

Hungary-- Conflict between Church and State -- "Ahram."

These Crimes -- it is the people's duty to help discover the Perpetrators -- "Ahram."

Examination systems and their reform -- "Assas."

No Partiality in the Visa and Naturalization offices -- "Assas."

A Testimony -- (commenting on a declaration made by "Al Misri" owner Mahmoud Abul Fath in New York saying that the Jews of Egypt had helped support the Arab cause during the Palestine war) -- "Ikhwan."

A Spot We Have Treated Unjustly (commenting on "Old Cairo" which used to be such an important place and which is now totally ignored and uncared for) -- "Ikhwan."

When Will Britain Pay the Egyptian State Railways the Eleven Million Pounds? -- "Kotla."
